

# Calhoun

## Benefit 2022

**The Calhoun School Benefit 2022**

**March 3, 2022**

### **ABOUT THE CALHOUN SCHOOL**

Founded in 1896, Calhoun is a non-profit progressive, coeducational, college preparatory school for students in early childhood through twelfth grade. Calhoun's mission is *a progressive approach to education which inspires a passion for learning that values intellectual pursuit, creativity, diversity and community involvement*. While the school's three buildings are located on Manhattan's Upper West Side, Calhoun draws students from the greater New York City area. In addition to its current students, Calhoun has a dynamic alumni body. Many of the school's graduates and their families continue to reside in Manhattan and the greater tri-state area.

### **CALHOUN'S ANNUAL BENEFIT**

Coming off last year's virtual benefit which raised over \$400,000 for financial aid, Calhoun returns to an in-person special event fundraiser this year. We will gather at New York City's iconic Tavern on the Green to celebrate Calhoun's 125<sup>th</sup> anniversary, reflecting on where we have been and open to the future that we will build together. All proceeds will support financial aid. This year's format will include a cocktail party, buffet dinner, silent auction, live performances, paddle raise and dance party. We are excited about the opportunities to think differently about how the Benefit will both honor and support the incredible aspects of Calhoun that we all appreciate and cherish. Your support is an investment in the education of each and every student and truly helps Calhoun thrive every day.

### **RECOGNITION & PUBLICITY FOR YOUR BUSINESS**

In addition to the benefits listed on the Corporate Sponsorship and Ad form, your company will gain goodwill exposure via our website which reaches thousands of people, your company's name will be listed in our print and digital benefit journal which is live on our website for nearly one year, and will be listed as a corporate sponsor/advertiser in our printed Annual Report which is distributed to thousands of households.

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*Calhoun Benefit 2021 Corporate Sponsors*

### **HOW YOUR SUPPORT HELPS YOUR BUSINESS**

Donations to Benefit 2022 are tax-deductible as allowed by the IRS. In addition to receiving a possible tax benefit for your donation, Calhoun families are historically loyal to the businesses that support the Benefit. With more than 550 families and over 200 faculty and staff currently associated with the school, the goodwill you will receive supporting Benefit 2022 is invaluable.



## 2022 BENEFIT CORPORATE SPONSORSHIP & AD OPPORTUNITIES

ALL ADS MUST BE SUBMITTED BY JANUARY 18<sup>TH</sup> IN ORDER TO BE IN THE JOURNAL.

### □ VIP SPONSOR (\$50,000)

- \* **10 Benefit tickets** (*cocktail party, buffet dinner, dance party*)
- \* **Full-page color ad in the inside cover of the printed Benefit program**
- \* **Logo featured on the silent auction website**
- \* **Premier corporate logo placement on screens** at the Benefit throughout the evening
- \* **Your company's logo** on the Calhoun Benefit website
- \* **Verbal recognition** from the stage at the Benefit

### □ CELEBRATION SPONSOR (\$25,000)

- \* **8 Benefit tickets** (*cocktail party, buffet dinner, dance party*)
- \* **Full-page color ad in the printed Benefit program**
- \* **Logo featured on the silent auction website**
- \* **Premier corporate logo placement on screens** at the Benefit throughout the evening
- \* **Your company's logo** on the Calhoun Benefit website

### □ PLATINUM SPONSOR (\$15,000)

- \* **6 Benefit tickets** (*cocktail party, buffet dinner, dance party*)
- \* **Full-page color ad in the printed Benefit program**
- \* **Corporate logo placement on screens** at the Benefit
- \* **Your company's logo** on the Calhoun Benefit website

### □ SILVER SPONSOR (\$10,000)

- \* **4 Benefit tickets** (*cocktail party, buffet dinner, dance party*)
- \* **Full-page color ad in the printed Benefit program**
- \* **Corporate logo placement on screens** at the Benefit
- \* **Your company's logo** on the Calhoun Benefit website

### □ BRONZE SPONSOR (\$5,000)

- \* **2 tickets to the Benefit** (*cocktail party, buffet dinner, dance party*)
- \* **Full-page color ad in the printed Benefit program**
- \* **Corporate logo placement on screens** at the Benefit
- \* **Your company's logo** on the Calhoun Benefit website



## 2022 BENEFIT ADVERTISEMENT OPPORTUNITIES

ALL ADS MUST BE SUBMITTED BY JANUARY 18<sup>TH</sup> IN ORDER TO BE IN THE JOURNAL.

**FULL-PAGE AD (\$1,000):**

\* Full-page color ad in the printed Benefit program

**HALF-PAGE AD (\$500):**

\* Half-page color ad in the printed Benefit program

### Ad Information

Full-page: H7.5" x W4.125"

Half-page: H3.5" x W4.125"

All ads files should be emailed to [lj.mitchell@calhoun.org](mailto:lj.mitchell@calhoun.org).

All images need to be high-resolution (300 dpi or greater).

Please submit all ad files no later than January 18<sup>th</sup>.

PDFs are preferred.

### PAYMENT INSTRUCTIONS

1. Send a **check** along with this form to: L.J. Mitchell, The Calhoun School, 433 West End Avenue, NY, NY 10024
2. Pay by **phone** by calling 212.497.6588
3. Pay by credit card by completing the information below and **mailing** to L.J. Mitchell, The Calhoun School, 433 West End Avenue, NY, NY 10024

### CONTACT AND PAYMENT INFORMATION

Name (on credit card): \_\_\_\_\_

Company Name (as you would like it to appear online and in the printed materials): \_\_\_\_\_

Contact Name (person to contact at company): \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Credit Card Type (check one): MC \_\_\_ Visa \_\_\_ American Express \_\_\_

### SPONSORSHIP TICKETING INFORMATION

I prefer to donate my tickets so Calhoun teachers will have the opportunity to attend the event.

(My donation will now be 100% tax deductible.)

### OR

I plan to attend the event.

### AD INFORMATION FOR AD BUYERS AND SPONSORS

We will submit our print ready file by January 18th to L.J. Mitchell ([lj.mitchell@calhoun.org](mailto:lj.mitchell@calhoun.org)).

Please use our file from last year.

We need help creating our ad and will email L.J. Mitchell ([lj.mitchell@calhoun.org](mailto:lj.mitchell@calhoun.org)) with our high resolution logo and ad copy January 18<sup>th</sup>.